



Faculty Recruiting Suggestions

Preview meetings on campus

Scheduling meetings has always proven to be a good, formal way to get the word out on a particular program to a group of students. If these preview meetings are planned ahead, one can print the time and location in the program brochure. Otherwise, getting the news out about the meetings in other ways and reminding students in classes is essential.

Flyers posted around campus

Posting flyers around campus in key locations is still a great way to get students' attention. Should you need assistance, ACCENT can help you design an 8 ½ x 11 flyer, which you can then print at your school.

Articles written in the student newspaper

Generally student newspapers are specifically for and about students. One excellent way to get information in the newspaper about a program is to have a former participant write an article about his/her experience on the program. There can be mention within the article that the program goes every year, if this is the case. Otherwise, many newspapers will allow study abroad offices to list their upcoming programs and contact information.

Information in the faculty newsletter to inform other faculty

This is a way to make colleagues aware of the existence of study abroad programs so that they may mention the programs to students in their classes.

Press releases in local newspapers

The earlier these can appear in the paper, the better. Local newspapers generally try to support the community, so a press release coming from a local school is something of interest. Since this technique can create interest in the general community, be sure you are aware of the special procedures applicants may have to follow if they are not currently-enrolled students.

Announcements to e-mail lists of interested students or designated classes

E-mail lists are becoming more popular, as receiving electronic information has become more the norm. Faculty will send a blind-copied note to interested students with updated information or interesting details about the program. Faculty can build these interest lists throughout the year by always requesting students' e-mail addresses. A faculty member may also target particular classes of students to which to send an announcement. Be careful not to bombard the list with too many e-mails; you might consider a separate list for those actually enrolled in the program.

Web site/social media specifically for the program with announcements/information

Most institutions will have a special section of their main school's web site reserved for study abroad programs. It is important that this section be kept up-to-date with as much information provided on it as possible, including a brochure, how to apply, contact information, etc. Faculty may also be interested in starting a Facebook page for interested and enrolled students.

Special note on school's web site

Inquiring with the department responsible for the main school web page can generate a special announcement on the home page that might be linked to the actual study abroad page. This allows greater numbers of people to consider of studying abroad.

Announcements on radio stations (school, local, public, etc.)

Radio spots can be anything from short announcements to a full discussion with an interview. Depending on the stations and what their time constraints are, quite often they like to have local interest pieces.

Film Festival

Many faculty members have successfully generated interest in traveling overseas, especially to countries with a foreign language, by hosting a foreign film festival. The coordination for a film festival takes a bit of time and energy, but it can be shared between several faculty members leading programs to different destinations and can be extremely popular.

Announcement on electronic sign at entrance to campus

The sign that may be at the main entrance to your school gets a lot of attention, both from students and from community members. Normally announcements rotate through various departments on campus, stay up for a designated amount of time, and are coordinated through a central office on campus.

Partnership with On-campus Bookstores

Once the initial book-purchasing has been completed by students at the beginning of a term, many campus bookstores are eager to find ways to encourage students to come visit again. Several faculty members have found that by asking the bookstore to put up signs and flyers about study abroad, the bookstore is in agreement since they are then able to put out travel books linking up with the locations of the programs. Brochures are distributed and students may be interested in reviewing the various travel books the bookstore stocks as well.

Student Ambassadors

For repeat programs, local faculty can select those students they feel would best represent the program/course for the following year, and these students then connect with the study abroad office and/or a specified department back on campus. The students talk to interested students in that discipline about the program/course and give preview meetings in classes. Students may even be asked to present projects to their peers at a special information session. The study abroad office could hire one or more ambassadors to spend any number of weeks on campus going to classes in the various disciplines speaking about the program. Ambassadors are normally asked to participate in info sessions and orientations.

Reaching Out to Other Disciplines/Departments

It is a good idea to ensure other departments on campus are aware of programs that could also appeal to students studying their disciplines. Quite often departments can be very isolated, so reaching out to other faculty in this way can lead to enrollments.